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A REPORT TO

The Secretary of Agriculture

ORVILLE L. FREEMAN

BY THE 4-H CLUBS OF THE U.S.A.

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C & R-PREP.

4-H is the youth education program of the Cooperative Extension Service. It is conducted jointly by the U.S. Department of Agriculture, the State Land-Grant Universities, and County governments. Two non-government organizations teamed with Extension to advance 4-H work are the National 4-H Service Committee and the National 4-H Club Foundation.

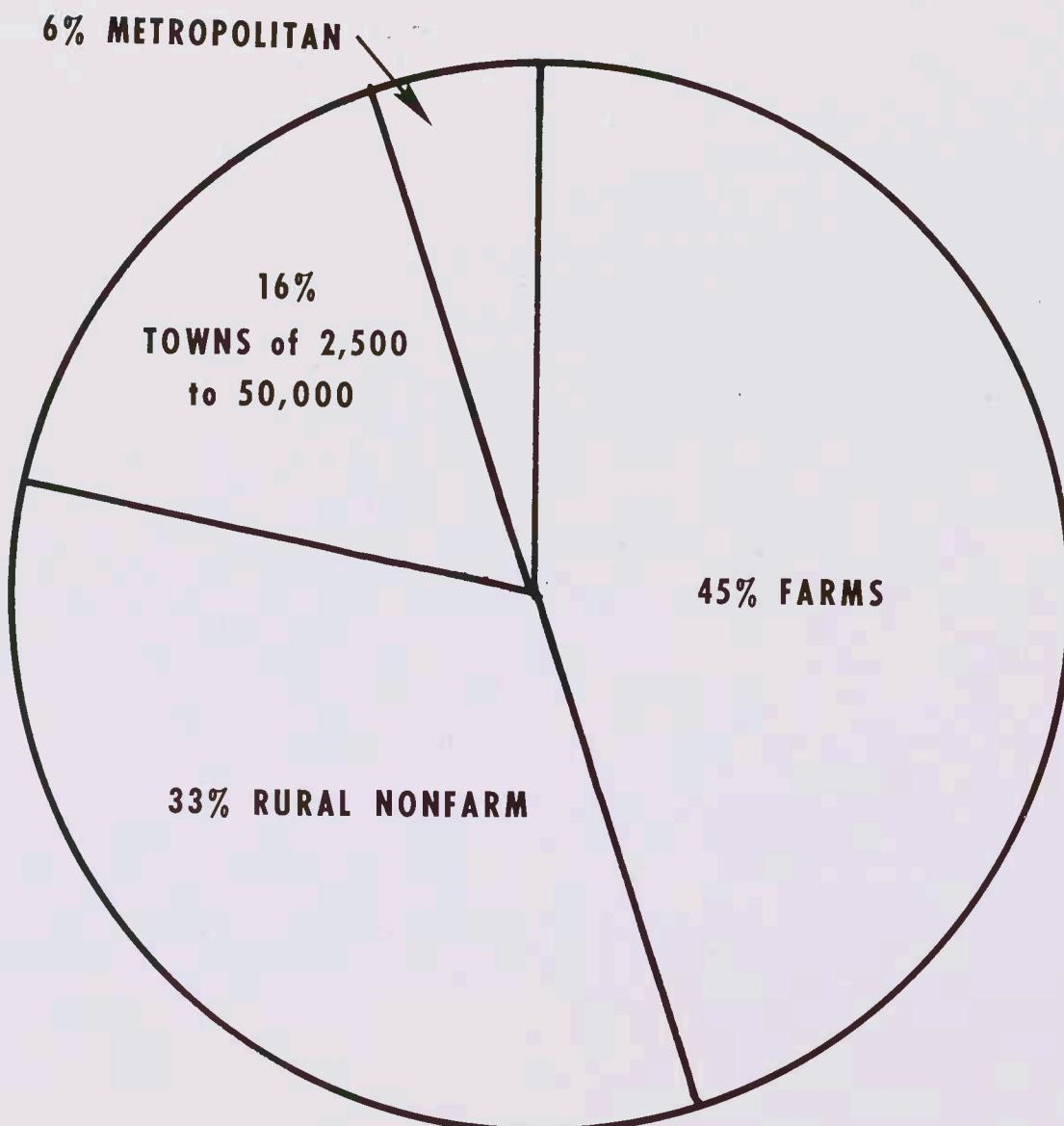
4-H MEMBERS IN EVERY STATE

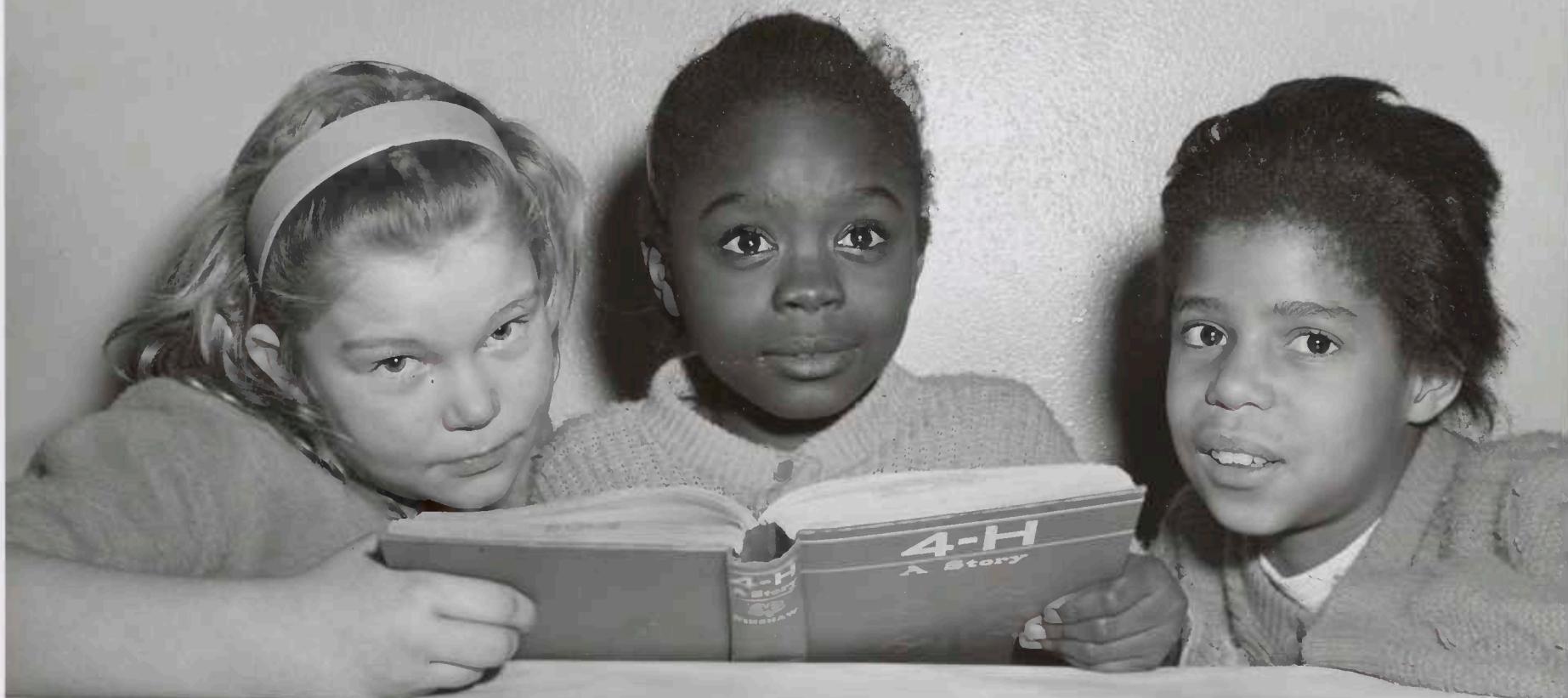
State	No. of Members	State	No. of Members
Alabama	113,528	Nebraska	32,788
Alaska	1,541	Nevada	3,405
Arizona	7,799	New Hampshire	8,943
Arkansas	26,065	New Jersey	15,529
California	38,797	New Mexico	8,713
Colorado	24,150	New York	83,864
Connecticut	9,368	North Carolina	50,780
Delaware	2,369	North Dakota	18,775
Florida	24,991	Ohio	91,765
Georgia	158,556	Oklahoma	56,606
Hawaii	6,031	Oregon	35,337
Idaho	18,063	Pennsylvania	45,230
Illinois	73,056	Puerto Rico	32,631
Indiana	94,240	Rhode Island	2,776
Iowa	55,524	South Carolina	65,107
Kansas	32,937	South Dakota	19,471
Kentucky	80,011	Tennessee	117,561
Louisiana	96,319	Texas	83,137
Maine	6,419	Utah	17,737
Maryland	15,763	Vermont	6,899
Massachusetts	13,551	Virginia	65,825
Michigan	86,481	Washington	20,022
Minnesota	54,401	West Virginia	33,975
Mississippi	106,753	Wisconsin	61,993
Missouri	36,245	Wyoming	9,105
Montana	14,213		

Total - - - 2,185,145 boys and girls

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WHERE 4-H MEMBERS LIVE





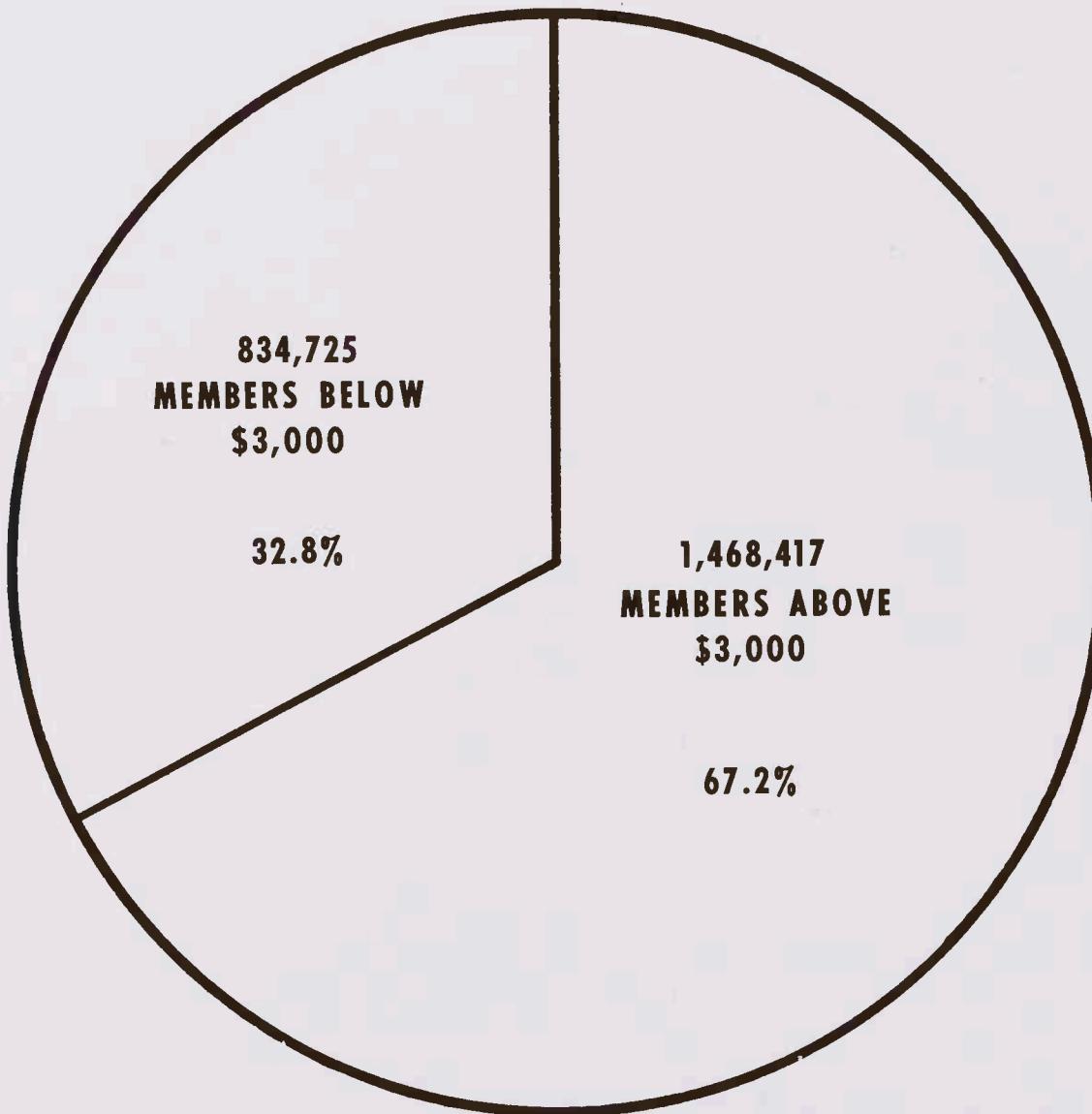
"Younger" Members

4-H is people--young people, curious and dedicated to service. Youth from 9 through 19 participate in 4-H in organized clubs, in special interest groups, and in planned programs through mass media.



"Older" Members

**ONE OUT OF THREE 4-H MEMBERS
IS FROM A FAMILY WITH BELOW \$3,000 INCOME**



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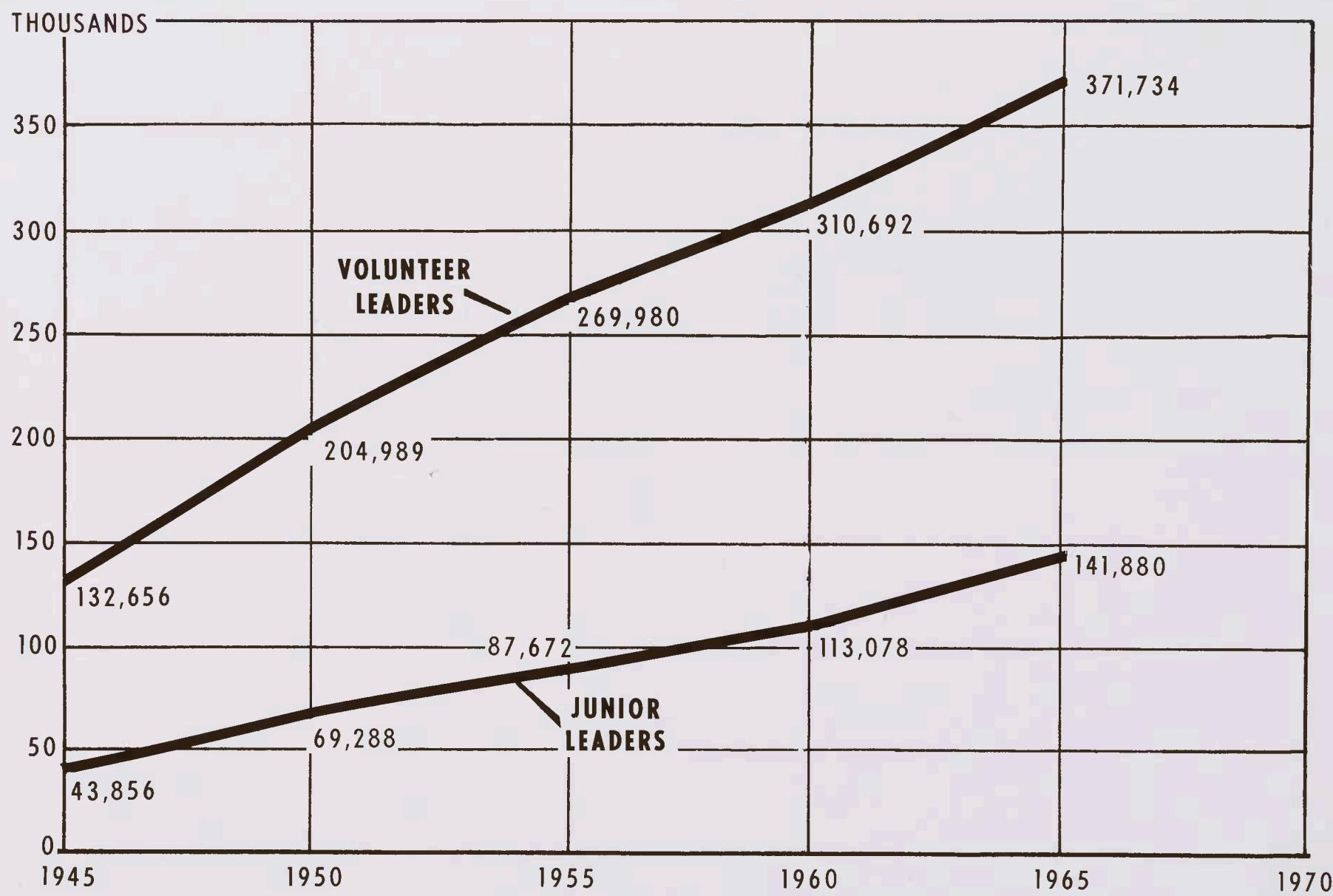
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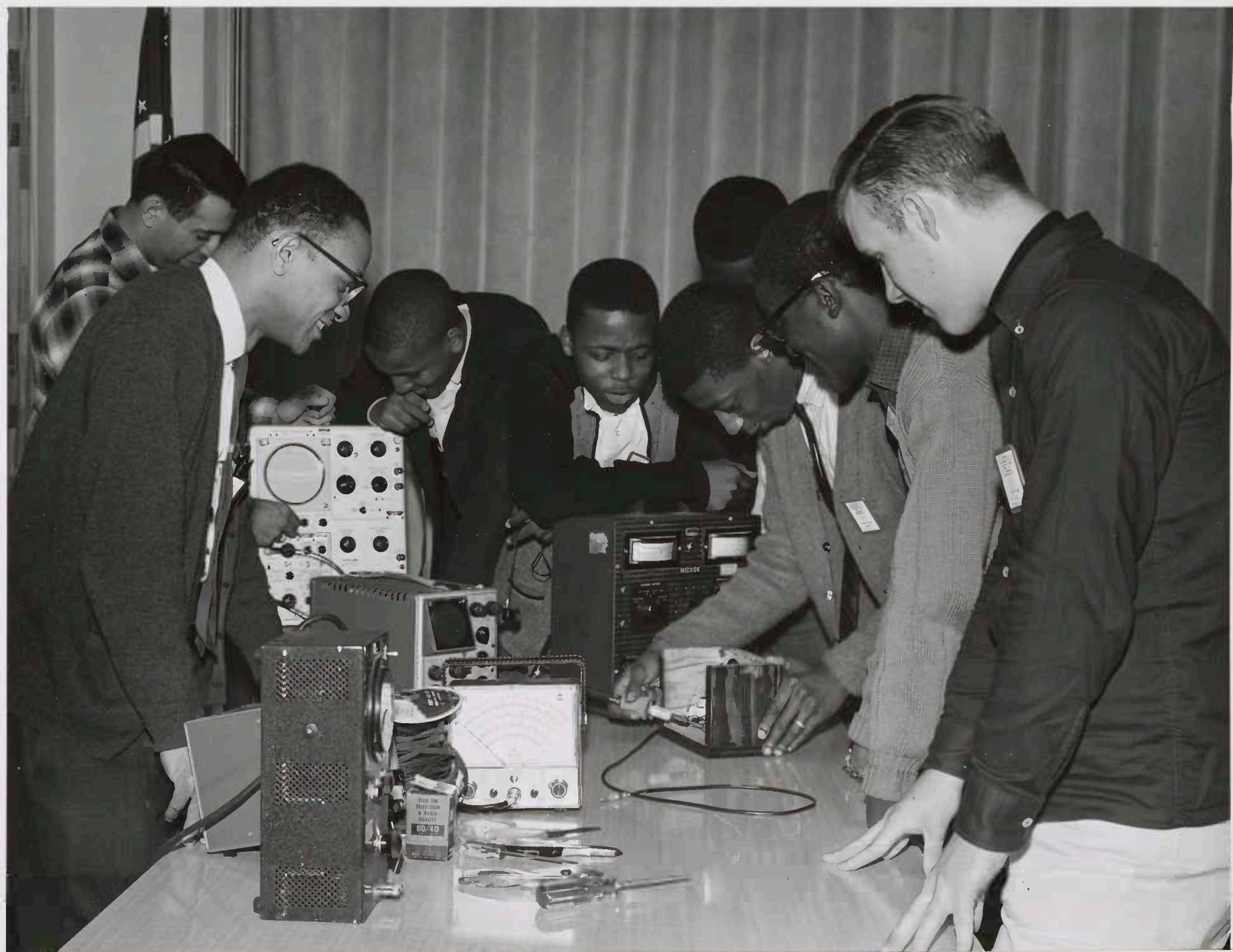
- My HEAD to clearer thinking.
- My HEART to greater loyalty.
- My HANDS to larger service, and
- My HEALTH to better living, for my Community, my Country.



A professional chef as leader of a "4-H Chefs Club" -- what could be more ideal? New and exciting experiences for all; for some, maybe a career interest and job future.

GROWTH IN NUMBER OF 4-H VOLUNTEER LEADERS 1945-65





Half a million adults counsel, teach, and set examples for 4-H members. For each professional Extension worker, 124 public-spirited men and women serve as 4-H volunteer leaders.



The future depends on youth learning leadership today. 4-H affords an opportunity for teenagers to assume significant roles as junior leaders teaching younger members and working in the community.

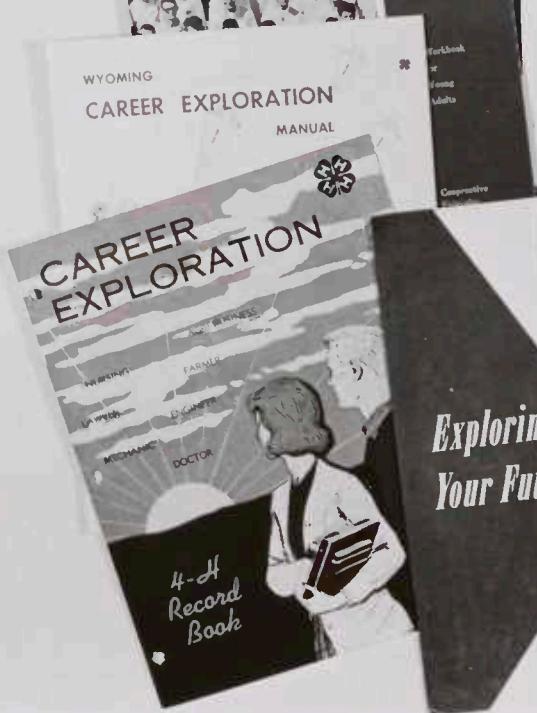
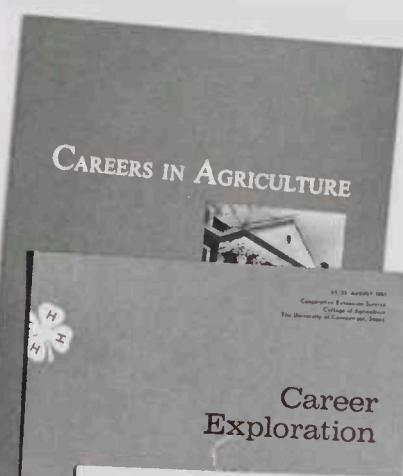


The First Lady leads special ceremonies that highlight the sustained interest in conservation and natural beauty of our land. 4-H'ers like these throughout America plan and plant for beauty as a community service.





Including more "science why" information gives added depth to 4-H agricultural and home economics projects. As members understand principles involved, they can adapt their knowledge to new situations.

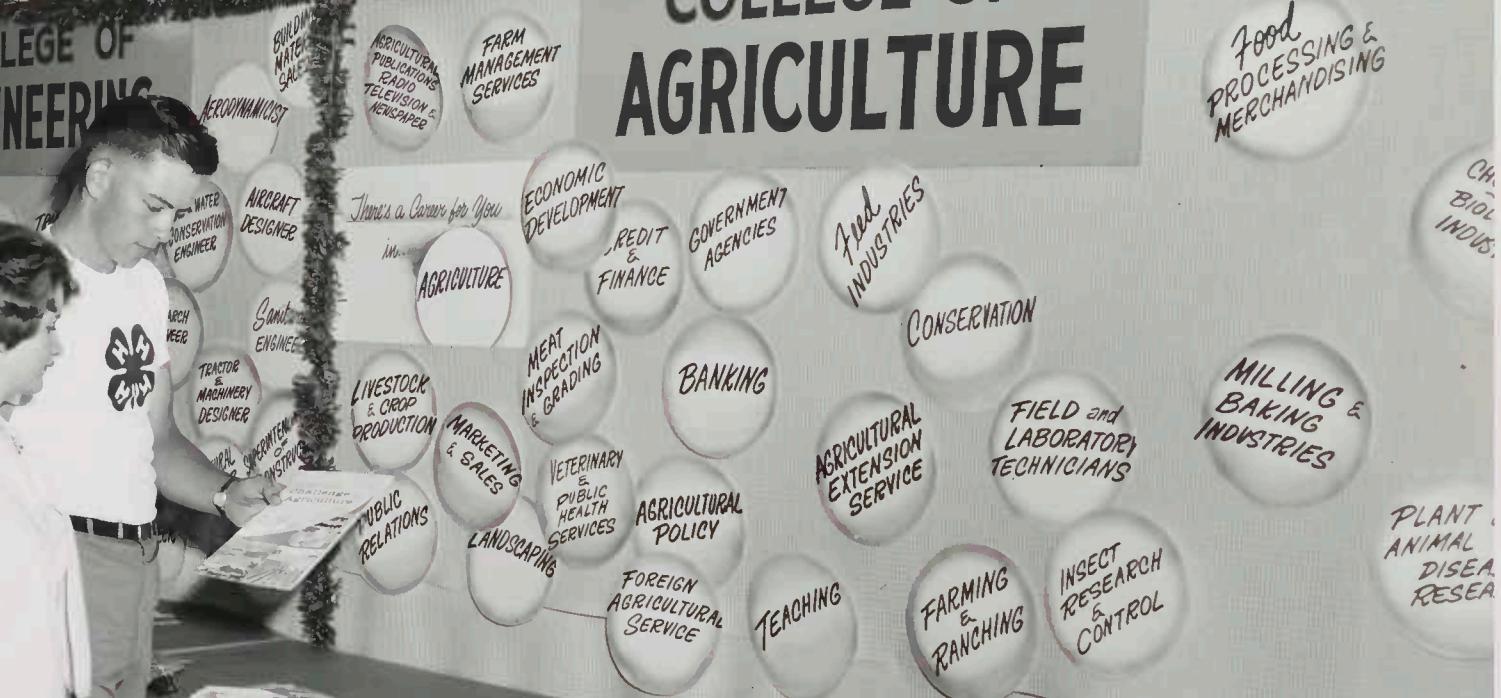


COLLEGE OF AGRICULTURE

COLLEGE OF
ENGINEERING



There's a Career for You



The 4-H program is career-oriented through all project areas. Older members have a chance to explore the world of work, educational requirements, and career opportunities.



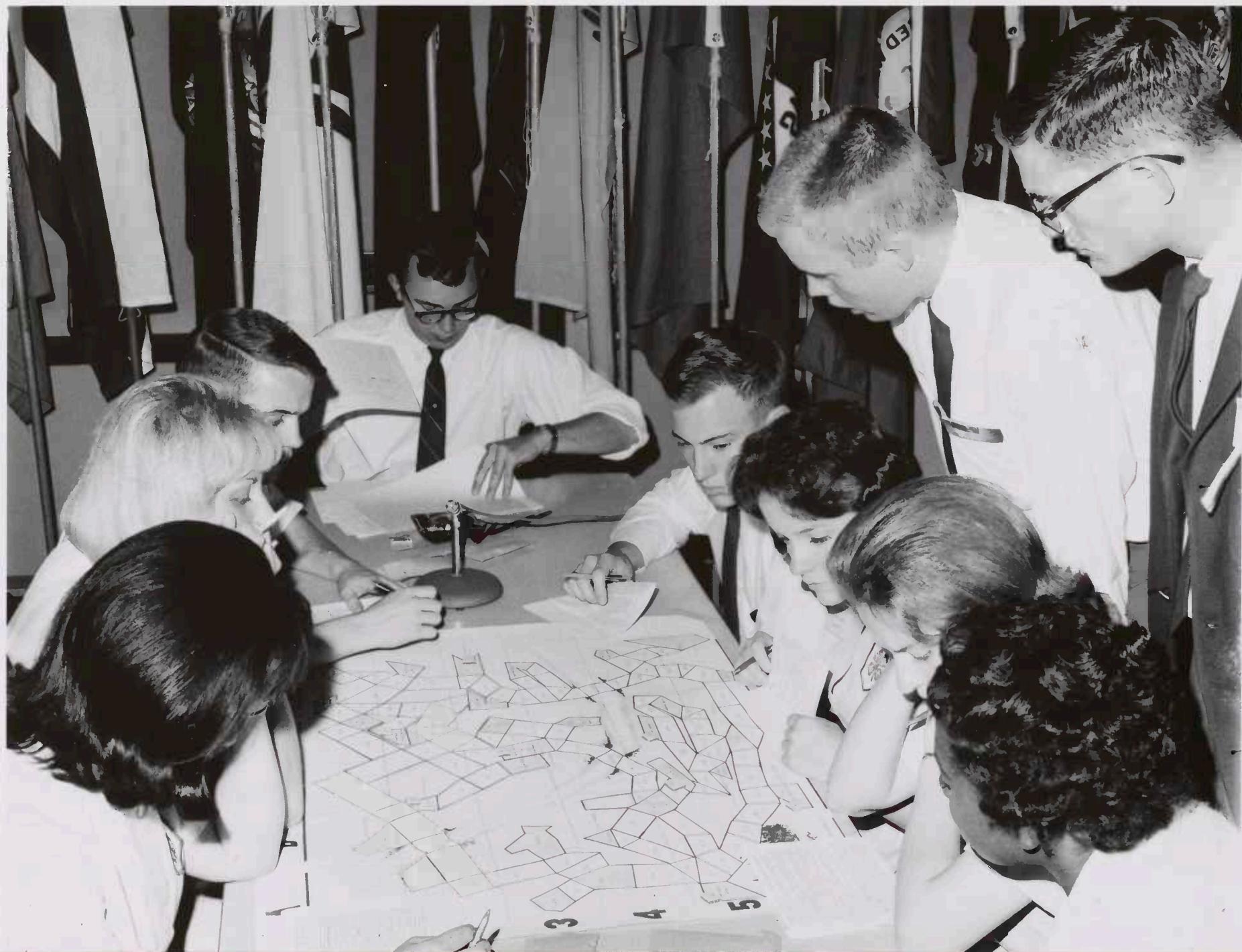


Teenagers, figures show, spent 12 billion dollars last year. Training in decisions about money management and buymanship have become an important part of 4-H project work and special conferences.





4-H provides a living laboratory for learning conservation and natural beauty by "living it and doing it." A wide range of projects and activities offer the learning experiences.



Through educational games ("simulated environment"), 4-H members learn about democracy, careers, emergency preparedness, and consumer problems, as they face them in life.



Lesson series on both commercial and educational TV channels are used to reach and teach 4-H boys and girls. Parents often watch and help too.

NATIONAL 4-H CENTER



National 4-H Conference brings the enrichment of meeting people from different backgrounds and the integration of ideas from outstanding youth of the 50 States, Puerto Rico, and Canada.

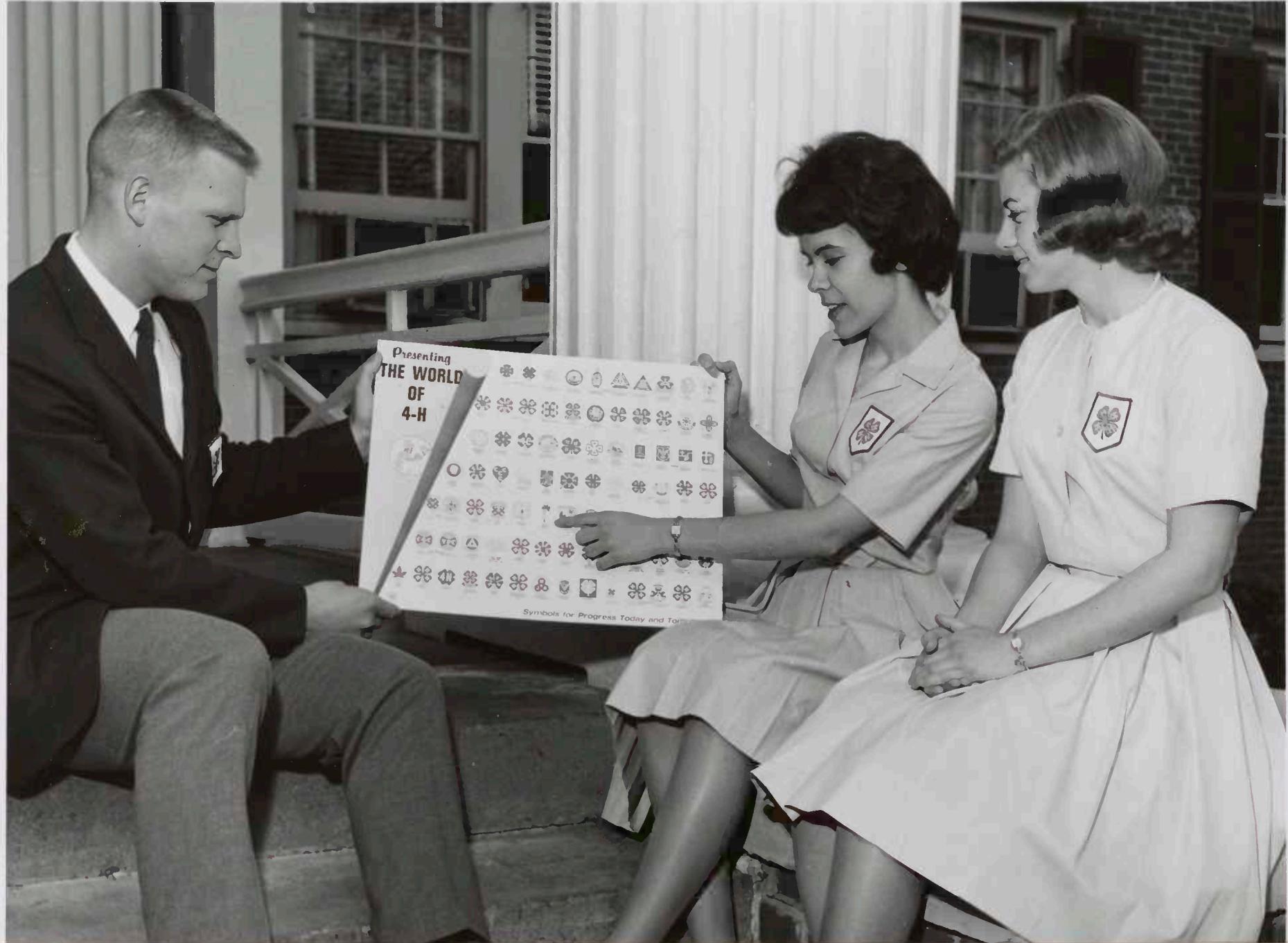
WELCOME TO NATIONAL 4-H CLUB CONGRESS



Right after Thanksgiving, State 4-H project winners gather in Chicago for the annual National 4-H Club Congress. There they share with 1,600 other energetic 4-H do-ers in a week of challenging, stimulating programs.



Joann N. Chalmers of Montana, International Farm Youth Exchange delegate, with one of her host families in Germany. During the past 18 years, nearly 4,000 youth have participated in two-way exchanges between the United States and 69 other countries.



The spirit of 4-H, of "Learn by Doing," has been adapted by nearly 80 other countries for their youth. Many nations use the familiar four-leaf clover as their emblem but may translate the head-heart-hands-health equivalent into 4-C, 5-V, or 4-K.

NATIONAL SEMINAR
ON
EXPANDING 4-H OPPORTUNITIES FOR RURAL DISADVANTAGED
AND URBAN YOUTH

The urgency of providing purposeful and effective 4-H programs for segments of the American youth population not now adequately served was the challenge of a special seminar in May 1966. The seminar focused attention on the needs of unreached youth, how such youth are motivated, and innovative and effective programs and methods for reaching them.

Extension staff teams, representing 49 States, developed guidelines principles, and procedures for action programs in rural communities, small towns and in cities across the Nation.

MAY 16-20, 1966 • CONRAD HILTON HOTEL • CHICAGO, ILLINOIS

NATIONAL SEMINAR

*on Expanding 4-H Opportunities for
Rural Disadvantaged and Urban Youth*



Planning Committee

Dr. T. L. Walton, Jr.
State 4-H Leader, Georgia, and member of the Extension 4-H — Youth Subcommittee - Chairman

Dr. C. Dean Allen
State 4-H Leader, Washington

Ronald F. Aronson
State 4-H Leader, Connecticut

Frank Graham
State 4-H Leader, Missouri

Mrs. Lois W. Fish
Assistant State 4-H Leader, New York

Eleanor L. Wilson
Program Leader, 4-H and Youth Development, Federal Extension Service

C. J. Gauger
State 4-H Leader, Iowa, and Chairman of Extension 4-H - Youth Subcommittee

Harlan G. Copeland
Staff Development Specialist, Federal Extension Service

John W. Banning
Assistant Director, 4-H and Youth Development, Federal Extension Service

Dr. Robert J. Pitchell
Executive Director, National University Extension Association, and former Deputy Administrator, Federal Extension Service - Administrative Counselor.

Objectives

- To gain increased understanding and acceptance of the urgency for Cooperative Extension to assume increasing responsibility for providing purposeful and effective 4-H programs for segments of the American youth population not adequately served.

- To gain knowledge and understanding of the size and scope of the unreached rural and urban youth.

- To gain greater understanding of the needs of the unreached youth and how they are motivated.

- To gain increased knowledge of the social action processes and leadership among the poor.

- To gain increased competency in how 4-H programs are established with disadvantaged rural and urban youth.

- To learn of more innovative and effective programs and methods for reaching disadvantaged rural and urban youth.

- To work together in developing guidelines, principles and procedures for action programs with disadvantaged rural and urban youth.

NATIONAL SEMINAR

on Expanding 4-H Opportunities for Rural Disadvantaged and Urban Youth

MAY 16-20, 1966 | CONRAD HILTON HOTEL | CHICAGO, ILLINOIS

YOUR CHALLENGE

Your Extension Committee on Organization and Policy sees a great urgency for each State Extension Service to expand their 4-H Youth programs to disadvantaged boys and girls in rural areas, small towns and in urban areas.

You are to be commended for the study of 4-H in urban areas and with 4-H in disadvantaged rural communities. Our charge to you is to build on these studies and surveys. Then design programs and service which is appropriate and which will be utilized by the unserved.

We are happy to sponsor this seminar in cooperation with the State Extension Services and the Federal Extension Service.

Our desire is that this be the beginning of a new era in 4-H education — an era when the freshness that has characterized 4-H programs of the past is maintained while expanding to youth in all socio-economic and cultural environments, and an era when we bring the total body of knowledge of the land grant university to bear on the real problems of youth.

Dr. N. P. Ralston, *Chairman*
Extension Committee on
Organization and Policy

MONDAY, MAY 16

notes

4:00 - 6:00 p.m. Registration

8:00 p.m. **Opening Session — South International Ballroom**

Presiding: Dr. T. L. Walton, Jr., Georgia — Chairman,
Planning Committee.

Seminar Purposes, Plans and Arrangements.

Welcome

Keynote Address: Deton Brooks, Executive Director,
Chicago Committee on Urban
Opportunity.

Informal Reception

notes

TUESDAY, MAY 17

- 8:30 a.m. **Upper Tower Room**
Presiding: Frank Graham, Missouri
The Challenge to Cooperative Extension for Expanding
4-H Opportunities.
The National Point of View — Dr. Robert J. Pitchell,
Executive Director, National University Extension
Association.
The State Point of View: A State Extension Director.
Discussion
- 10:00 a.m. Break
- 10:30 a.m. Deprivation in Many Dimensions — Dr. Catherine V.
Richards, Special Consultant to the Chief on Youth
Services, Children's Bureau, U. S. Department of
Health, Education and Welfare.
Discussion
- 12:00 Noon Lunch
- 1:30 p.m. Meet buses for tours to observe programs in operation
in Chicago.
In Charge: Dr. Carl Mees, County Extension Coordinator,
Cook County Cooperative Extension Service.
- 7:30 p.m. **Beverly Room (Third Floor)**
Presiding: Dr. Carl Mees
Review and Summary of What Was Seen on the Tours.
Panel: What Agency Programs Have Meant to Me —
Youths and Parents from Chicago.
Discussion

WEDNESDAY, MAY 18

notes

- 8:00 a.m. **Upper Tower Room**
Presiding: Mrs. Lois Fish, New York.
Knowing, Understanding and Motivation of Disadvantaged
Youth — Dr. Donald Fessler, Virginia Polytechnic
Institute.
- 9:00 a.m. Discussion
- 10:00 a.m. Break
- 11:00 a.m. Community Action With the Poor — Dr. Frank Riessman,
Department of Psychiatry, Albert Einstein College
of Medicine.
- 12:00 Noon Lunch
- 1:30 p.m. Presiding: Dr. C. Dean Allen, Washington.
Discussion with Dr. Riessman.
- 3:00 p.m. Adjourn
- 3:30 p.m. and Optional: Review of Newest Films on Work With
8:00 p.m. Disadvantaged—P.D.R. #1.

notes**THURSDAY, MAY 19**

9:00 a.m.	International Ballroom Presiding: Ronald Aronson, Connecticut Some Guidelines on Programming Out-of-School Education for Youth: R. O. Monosmith, California C. J. Gauger, Iowa Grant A. Shrum, National 4-H Club Foundation. Norman C. Mindrum, National 4-H Service Comm. John W. Banning, Federal Extension Service.
10:15 a.m.	Break What We Have Learned From Operation Expansion— V. Joseph McAuliffe, Program Leader, 4-H and Youth Development, Federal Extension Service. State 4-H Leaders from Pennsylvania, Minnesota, Washington, North Carolina, Maryland and Mississippi.
12:00 Noon	Lunch
1:30 p.m.	*
	International Ballroom Presiding: Lloyd Rutledge, Federal Extension Service. A Study of Case Examples in Rural Areas: Orange County, New York David W. Dik, Cooperative Extension Specialist. Lane County, Oregon Wilma Heinzelman, Home & Family Educational Coordinator.
2:20 p.m.	Break
3:10 p.m.	St. Francis, White and Lonoke Counties, Arkansas
3:40 p.m.	U. G. Word, Jr., Arkansas
1:30 pm.	*
	Boulevard Room Presiding: Russell Smith, Federal Extension Service. A Study of Case Examples in Urban Areas: Providence, Rhode Island Leonard Anderson, Extension Service Agent. Kansas City, Missouri Harry Vieth, Extension Agent, Jackson County.
2:20 p.m.	Break
3:10 p.m.	Buffalo, New York
3:40 p.m.	Mrs. Adeline Evans, Cooperative Extension Specialist.
6:00 p.m.	*
	Final Banquet — Williford Parlor Toastmaster: Mylo S. Downey, Federal Extension Service. Symposium— Dr. Lloyd Davis, Administrator, Federal Extension Service. Dr. N. P. Ralston, Director of Extension, Michigan; Chairman, Extension Committee on Organization and Policy. Dr. Jack Claar, Director of Extension, Illinois. Dr. Alvin A. Johnson, Director of Extension, New York. Mr. Samuel Hoitt, Director of Extension, New Hampshire.

FRIDAY, MAY 20

notes

Special Working Task Forces to Develop Guidelines,
Principles and Procedures.

- I. For Starting 4-H Educational Programs in Housing Projects and City Slums.
Coordinator: Russell W. Smith, Program Leader,
4-H and Youth Development, Federal Extension Service
- II. For Starting 4-H in Rural Pockets of Poverty and Rural Small Towns.
Coordinator: Lloyd L. Rutledge, Program Leader,
4-H and Youth Development, Federal Extension Service
- III. For Adapting Projects and Activities to Needs and Resources of Disadvantaged Youth.
Coordinator: Edgar A. Reeves, Jr., Program Leader,
4-H and Youth Development, Federal Extension Service
- IV. For Developing and Conducting State, District and Area Training Programs on Expanding 4-H Opportunities.
Coordinator: Roger Lawrence, Iowa
- V. For Interpreting to Potential Enrollees and Their Parents Programs for Assisting Disadvantaged Youth, and for Interpreting Programs With Disadvantaged Youth to the General Public.
Coordinator: Ralph Fulgham, Assistant Director of Information, Federal Extension Service.
- VI. For Reaching Special Ethnic Groups.
Coordinators: A. S. Bacon, Assistant to the Administrator, Federal Extension Service.
Dr. Cleo Hall, Home Economics Division, Federal Extension Service.
- VII. For Involving Youth in Community and Resource Development Programs.
Coordinators: Dr. Bryan Phifer, Assistant Director, Resource Development and Public Affairs, Federal Extension Service.
Robert R. Pinches, Program Leader, 4-H and Youth Development, Federal Extension Service.
- VIII. For Developing Leadership in the Disadvantaged Segment of Society.
Coordinator: Eleanor L. Wilson, Program Leader,
4-H and Youth Development, Federal Extension Service

"REACHING THE UNREACHED"

One of Several Special Pilot Projects for Reaching Rural and Urban Disadvantaged Youth.

Methods, techniques, and programs for work with rural youth of low-income families, are being tested in the special project in Arkansas.

Tests include 4-H project materials and the use of paid aides.

Two years of operation have shown that --

- * Disadvantaged youth and their parents are interested in learn-by-doing education offered by Extension.
- * 4-H-type education can make a measurable impact in improvement on youth and their families.
- * Indigenous leaders are available and can work effectively with low-income families.
- * Use of paid aides is a good way to get programs moving rapidly with disadvantaged families.

4-H LEARNING FOR LIVING



Extension Service of the State Land-Grant College and University and the U.S. Department of Agriculture Cooperating

COURTESY OF COATS & CLARK'S THREADS AND ZIPPERS